



# SUPPLIER BUYER EXCHANGE

AN ONLINE NEWSLETTER FOR PEOPLE INTERESTED IN VIRGINIA'S GOVERNMENT PURCHASING PROCESS

## Governor Issues SWAM Initiatives

On August 10, Governor Timothy M. Kaine signed Executive Order 33 in an effort to increase the number of small, women and minority-owned (SWAM) businesses that receive contracts from the Commonwealth. This order comes as result of a study released in 2004 revealing Virginia's opportunity to increase state spending with SWAM vendors.

Executive Order 33 calls for the Commonwealth to make 40 percent of its discretionary purchases from small businesses. Each cabinet secretary is required to evaluate the performances of their respective agencies and provide

quarterly reports to the Governor.

All state agencies of the Commonwealth are required to set small business goals in their procurement plans. In addition, each agency will adhere to a uniform, state-wide method for evaluating and monitoring SWAM participation in their procurement plans. VDBA, in conjunction with other agencies, is charged with creating methods to educate and develop SWAM businesses.

In accordance with Executive Order 33, changes have been made to the Commonwealth's purchasing policies in the form of Procurement Information Memoranda (PIM) 21. PIM 21, issued on October 2, mandates that purchases up to \$50,000 shall be set aside for certified small businesses.

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## Important Certification Changes for SWAM Businesses

The new guidelines for state spending as set forth in Executive Order 33 and PIM 21 make it imperative that all qualified small businesses wishing to do business with the Commonwealth, be certified by the Virginia Department of Minority Business Enterprise (DMBE) as a small business.

Businesses currently DMBE certified as minority or woman-owned can now request dual certification and, if eligible, get certified as a small business. This "small" designation makes businesses eligible to participate in the new state spending guidelines. Failure to properly certify could result in ineligibility to participate in the set-aside program.

For more information on becoming SWAM certified or to confirm your certification status, contact the Virginia Department of Minority Business Enterprise (DMBE) by calling 1-800-223-0761 or 804-786-6585. Or visit their website at [www.dmbv.virginia.gov](http://www.dmbv.virginia.gov).



## FROM VDBA!

2007 promises to be a prosperous year for small businesses in Virginia.

The Virginia Department of Business Assistance looks forward to continuing to support the business community throughout the state with new programming, training and entrepreneurial resources.

Inside this issue you'll find information on how to grow your business, including details on:

- New state spending mandates in Virginia
- The importance of small business certification
- All new web-based vendor training
- Free user upgrades on eVA

SUPPLIERBUYER EXCHANGE is a program of the Virginia Department of Business Assistance (VDBA).



# WWW.VDBA.VIRGINIA.GOV

## Spotlight on Louisa Strayhorn, Agency Director Virginia Department of Business Assistance

In May, Governor Tim Kaine appointed LOUISA M. STRAYHORN of Virginia Beach as the Director of the Virginia Department of Business Assistance. Strayhorn, owner of the consulting firm, Louisa Strayhorn & Associates, has an 18-year career in business intelligence, business event planning, community & government relations, strategic planning, facilitation and workforce development. Some of her clients include the American Association of School Personnel Administrators, the Bon Secours Health System and the United States Department of Justice.



*"I am honored to work with the Governor to ensure Virginia's business-friendly reputation continues to be enhanced." Strayhorn said. "We have experienced a tremendous increase in the number of businesses accessing the Virginia Department of Business Assistance programs designed to help companies develop or expand to the next level. We are proud to assist individual companies prosper, which in turn will grow our economy and move Virginia Forward."*

Strayhorn has served on the Virginia Beach City Council and the Virginia Beach School Board. In addition, Strayhorn was appointed by former Governor Mark Warner to serve on the Commonwealth's Small Business Advisory Board, and was also a member of the Virginia Women's Advisory Council. Within the community, Strayhorn is credited for the creation of the Minority Business Expo, the Virginia Beach Minority Business Council and for representing and training businesses in the Hampton Roads region to be active participants in the federal and state procurement process.

In 2004, Strayhorn was recognized with the Small Business Administration's Regional Small Business Advocate of the Year Award and the SBA's Minority Small Business Advocate of the Year for Virginia.

## New Benefit for Basic-Level eVA Users

All eVA users can now upgrade from the Basic level to Premium level at no additional charge! The premium service offers automatic notification of solicitations that match your commodity code(s) and more.

### Upgrading is simple:

1. Go to eVA's Web site at [www.eva.virginia.gov](http://www.eva.virginia.gov).
- 2.. Log in using your user ID and password.
- 3... Click on 'Account Maintenance'.
- 4.... Click the 'Registration Level' link from the left side of your screen.
- 5..... Find your current registration level, and click the 'Find' button.
- 6..... Select 'Premium' from your list of options.
- 7..... Then, click the arrow for 'Renew Service Level' and repeat the steps above.
- 8..... Be sure to click 'SAVE'!

You can find more information on the service levels by calling eVA Customer Care at 1-866-289-7367, or by visiting their Web site at [www.eva.virginia.gov](http://www.eva.virginia.gov).

## SAVE THE DATE!

The Virginia Department of Business Assistance (VDBA) is now offering a new monthly series of FREE 60-minute "Webinar" training sessions on Selling to the Commonwealth!

**FEBRUARY 21, 2007**

**12 noon – 1 pm**

In this session, you will learn to:

- Effectively register your business on eVA
- Maximize the commodity codes associated with your business
- Successfully initiate an Ariba account
- And much more . . .

TO JOIN, SIMPLY GO TO  
[WWW.VDBA.VIRGINIA.GOV](http://WWW.VDBA.VIRGINIA.GOV)  
& CLICK THE WEBINAR LINK FOR DIAL-IN  
AND LOG-ON INSTRUCTIONS.

## New State Vendor Builds 'Titanium' Relationship with VHDA

**T**itanium Productions, Inc., a marketing and events production firm based in Hampton Roads, recently took advantage of the Commonwealth's free SWAM certification process in an effort to become more attractive to state purchasing officers – a move that landed the company a contract with the Virginia Housing Development Authority (VHDA).

The contract is for a College Fiscal Education Initiative at five Historically Black Colleges and Universities (HBCU) in Virginia. Titanium Productions will use the Education Initiative to help VHDA partner with HBCU's in an effort to educate their students about homeownership, financial literacy and responsible use of credit.

The procurement staff at VHDA is excited about the new relationship with Titanium.



"Titanium Productions has a solid portfolio of successfully developing and producing quality events," said Clarence Wilson, CPPB, VCO of VHDA. "And with their newly acquired SWAM certification, it helped our team of buyers continue to support new state spending requirements."

Many individual state agencies provide assistance with the Commonwealth's purchasing process for vendors. In addition, VDBA offers strategic marketing and business counseling. Contact the Virginia Business Information Center for more information by calling (804) 371-0438 or 1 (866) 248-8814 toll free or by e-mailing [vbic@vdba.virginia.gov](mailto:vbic@vdba.virginia.gov).

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Purchases more than \$5,000 and up to the \$50,000 threshold require that at least four small businesses be solicited by the purchasing agency. If the purchase is \$5,000 or less, a minimum of one small business can be solicited. All purchasing regulations are contingent upon a total cost estimate as defined in PIM 21.

A small business is defined as one with 250 or fewer employees, or \$10 million or less in receipts averaged over a three-year period.

More information on Executive Order 33 can be found on the Governor's website at [www.governor.virginia.gov/Initiatives/ExecutiveOrders/2006/EO\\_33.cfm](http://www.governor.virginia.gov/Initiatives/ExecutiveOrders/2006/EO_33.cfm). For more information on PIM 21, please visit [www.eva.state.va.us/aspm-manual/aspm-manual.htm](http://www.eva.state.va.us/aspm-manual/aspm-manual.htm).

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### HELPFUL RESOURCES

**VBIC (VIRGINIA BUSINESS INFORMATION CENTER) - GENERAL PROCUREMENT ASSISTANCE**

1-866-248-8814

[vbic@vdba.virginia.gov](mailto:vbic@vdba.virginia.gov)

**Virginia Department of Business Assistance (VDBA)**

804-371-8200

[www.vdba.virginia.gov](http://www.vdba.virginia.gov)

**Department of Minority Business Enterprise (DMBE) - SWAM Certification**

1-800-223-0671

(Toll free in Virginia only)

[www.dmbv.virginia.gov](http://www.dmbv.virginia.gov)

**eVA Customer Care**

1-866-289-7367

[eVAcustomercares@dgsv.virginia.gov](mailto:eVAcustomercares@dgsv.virginia.gov)

[www.eva.virginia.gov](http://www.eva.virginia.gov)

### VDBA PROCUREMENT ASSISTANCE EVENTS

**JANUARY 17 - ONLINE**

Webinar Training

**JANUARY 18 - CHESTER**

John Tyler Community College  
Procurement Event

**JANUARY 18 - RICHMOND**

Selling to the Commonwealth

**JANUARY 23 - NORFOLK**

\*eVa Training

**JANUARY 25 - HAMPTON**

Selling to the Commonwealth

**JANUARY 26 - CHARLOTTESVILLE**

\*eVa Training

**FEBRUARY 1 - MCLEAN**

Virginia's Linked Workforce Showcase

**FEBRUARY 3 - VIRGINIA BEACH**

Virginia Beach Women's Procurement Event

**FEBRUARY 9 - RICHMOND**

Metropolitan Business League

**FEBRUARY 21 - ONLINE**

Webinar Training

**FEBRUARY 22 - PRINCE WILLIAM**

Virginia Asian Chamber of Commerce  
Procurement Event

**FEBRUARY 27 - CHARLOTTESVILLE**

PTAC Procurement Event

**FEBRUARY 28 - ROANOKE**

Selling to the Commonwealth

\*for SWaM certified vendors only